

# CONTRACT



**KSDK**  
**1000 Market Street**  
**St. Louis, MO 63101**  
**(314)421-5055**

[www.ksdk.com](http://www.ksdk.com)

And:

**Buying Time, LLC/ POL**  
**650 Massachusetts Ave. N.W. , Suite 210**  
**Washington, DC 20001**

<u>Contract / Revision</u> 690946 /		<u>Alt Order #</u> 06170638
<u>Product</u> <b>KANDER FOR SEC/STATE</b>		
<u>Contract Dates</u> <b>10/16/12 - 10/22/12</b>	<u>Estimate #</u> <b>1951</b>	
<u>Advertiser</u> <b>Kander, J/ D/ Sec of State</b>		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>KSDK</b>	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 349	<u>Product Code</u> 347
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KSDK	10/19/12	10/19/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$525.00	0.00			
2	KSDK	10/19/12	10/19/12	News 5 at Four	4-430P		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$750.00	0.00			
3	KSDK	10/19/12	10/19/12	5-6a	5-6A		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$450.00	0.00			
4	KSDK	10/19/12	10/19/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--				1	\$2,025.00	0.00			
5	KSDK	10/22/12	10/22/12	Tonight Show	1035-1137p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$450.00	0.00			
6	KSDK	10/22/12	10/22/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$525.00	0.00			
7	KSDK	10/22/12	10/22/12	Ellen	3-4p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$375.00	0.00			
8	KSDK	10/22/12	10/22/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,875.00	0.00			
9	KSDK	10/22/12	10/22/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,025.00	0.00			
10	KSDK	10/22/12	10/22/12	NBC Today 7-9A	7-9A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1	\$900.00	0.00			
N 11	KSDK	10/20/12	10/20/12	News Channel 5 at 5P Sat	5-530P		:30				NM	0	\$0.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 690946 /		<u>Alt Order #</u> 06170638
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> KANDER FOR SEC/STA	<u>Estimate #</u> 1951
<u>Advertiser</u> Kander, J/ D/ Sec of State		<u>Original Date / Revision</u> 08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$975.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	News Channel 5 at 5P Sat	5-530P	-----Sa--	:30		<del>\$975.00</del>	0.00	NM		
Credited													
12	KSDK	10/20/12	10/20/12	Sat 6-7A	6-7A		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$250.00	0.00			
13	KSDK	10/20/12	10/20/12	630-7P Wheel of Fortune Sat	630-7P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00	0.00			
14	KSDK	10/20/12	10/20/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$750.00	0.00			
15	KSDK	10/20/12	10/20/12	Sat 9-10a	9-10A		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$750.00	0.00			
16	KSDK	10/21/12	10/21/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,050.00	0.00			
17	KSDK	10/21/12	10/21/12	Sun 6-7A	6-7A		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$375.00	0.00			
18	KSDK	10/21/12	10/21/12	NBC Today Show (Su)	7-8A		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$750.00	0.00			
N 19	KSDK	10/21/12	10/21/12	Meet The Press Sun 8-9A	8-9A		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S				1	\$2,000.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/15/12-10/21/12	Meet The Press Sun 8-9A	8-9A	-----Su	:30		<del>\$2,000.00</del>	0.00	NM		
See MG 19.2													
	2	KSDK	10/15/12-10/21/12	Meet The Press Sun 8-9A	8-9A	-----Su	:30		\$3,000.00	0.00	NM		
Ⓜ MG for 19.1 10/21													
20	KSDK	10/18/12	10/18/12	Show Me St. Louis	1230-1p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$450.00	0.00			
21	KSDK	10/18/12	10/18/12	Ellen	3-4p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$375.00	0.00			
22	KSDK	10/18/12	10/18/12	Jeopardy	430-5p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$550.00	0.00			
23	KSDK	10/18/12	10/18/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,300.00	0.00			
24	KSDK	10/18/12	10/18/12	NBC Today 7-9A	7-9A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$900.00	0.00			

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Contract / Revision	Alt Order #
690946 /	06170638

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	KANDER FOR SEC/STA	1951

Advertiser	Original Date / Revision
Kander, J/ D/ Sec of State	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
25	KSDK	10/16/12	10/16/12	Show Me St. Louis	1230-1p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$450.00	0.00			
26	KSDK	10/16/12	10/16/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,875.00	0.00			
27	KSDK	10/16/12	10/16/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$2,025.00	0.00			
28	KSDK	10/16/12	10/16/12	6-7a	6-7A		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$900.00	0.00			
29	KSDK	10/17/12	10/17/12	News at 10am	10-11A		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$375.00	0.00			
30	KSDK	10/17/12	10/17/12	Tonight Show	1035-1137p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$450.00	0.00			
31	KSDK	10/17/12	10/17/12	Noon News	12-1230p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$525.00	0.00			
32	KSDK	10/17/12	10/17/12	News 5 at Four	4-430P		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$750.00	0.00			
33	KSDK	10/17/12	10/17/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,875.00	0.00			
34	KSDK	10/17/12	10/17/12	630-7P Wheel of Fortune	630-7P		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,300.00	0.00			
<b>Totals</b>										0.00		33	\$31,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	33	\$31,325.00	\$26,626.25
<b>Totals</b>	33	\$31,325.00	\$26,626.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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